

Rep Order# 6863203 Ver# 1 Status New

Traffic Order#

214129

Printed: 10/12/2012 8:08 AM
Last Received: 10/11/2012 8:59 PM
Showing Buylines: All Lines

1 of 3

SB

Station WOTV-TV GRAND RAPIDS/KALAMAZO
Advertiser () DETROIT INTL BRIDGE
Product order
Estimate# C15B
Buyer Julie Keane
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E DBC/ORDR/C15B
Flight Dates 10/15/2012 - 10/21/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () IAN AMBRON
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW ISSUE ORDER
TOTAL = \$2000
PLS CONFIRM, THANKS IAN FOR KELLY

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|-----|-------|---------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| | 1 | M | 6A-7A | NEWS 6A | :30 | \$100.00 | 10/15-10/15 | 1 | 1 | 1 | \$100.00 | |
| | 3 | | | | | | | | | | | |
| | 2 | TU | 6A-7A | NEWS 6A | :30 | \$100.00 | 10/16-10/16 | 1 | 1 | 1 | \$100.00 | |
| | 3 | W | 6A-7A | NEWS 6A | :30 | \$100.00 | 10/17-10/17 | 1 | 1 | 1 | \$100.00 | |
| | 4 | TH | 6A-7A | NEWS 6A | :30 | \$100.00 | 10/18-10/18 | 1 | 1 | 1 | \$100.00 | |
| | 5 | F | 6A-7A | NEWS 6A | :30 | \$100.00 | 10/19-10/19 | 1 | 1 | 1 | \$100.00 | |
| | 6 | M | 7A-9A | GMA | :30 | \$100.00 | 10/15-10/15 | 1 | 1 | 1 | \$100.00 | |
| | 7 | TU | 7A-9A | GMA | :30 | \$100.00 | 10/16-10/16 | 1 | 1 | 1 | \$100.00 | |
| | 8 | W | 7A-9A | GMA | :30 | \$100.00 | 10/17-10/17 | 1 | 1 | 1 | \$100.00 | |

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| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|-------------|-----|---------|---------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| | 9 | TH | 7A-9A | GMA | :30 | \$100.00 | 10/18-10/18 | 1 | 1 | 1 | \$100.00 | |
| | Rating: 0.5 | | | | | | | | | | | |
| | 10 | F | 7A-9A | GMA | :30 | \$100.00 | 10/19-10/19 | 1 | 1 | 1 | \$100.00 | |
| | Rating: 0.5 | | | | | | | | | | | |
| | 11 | M | 6P-630P | NEWS 6P | :30 | \$200.00 | 10/15-10/15 | 1 | 1 | 1 | \$200.00 | |
| | Rating: 1.0 | | | | | | | | | | | |
| | 12 | TU | 6P-630P | NEWS 6P | :30 | \$200.00 | 10/16-10/16 | 1 | 1 | 1 | \$200.00 | |
| | Rating: 1.0 | | | | | | | | | | | |
| | 13 | W | 6P-630P | NEWS 6P | :30 | \$200.00 | 10/17-10/17 | 1 | 1 | 1 | \$200.00 | |
| | Rating: 1.0 | | | | | | | | | | | |
| | 14 | TH | 6P-630P | NEWS 6P | :30 | \$200.00 | 10/18-10/18 | 1 | 1 | 1 | \$200.00 | |
| | Rating: 1.0 | | | | | | | | | | | |
| | 15 | F | 6P-630P | NEWS 6P | :30 | \$200.00 | 10/19-10/19 | 1 | 1 | 1 | \$200.00 | |
| | Rating: 1.0 | | | | | | | | | | | |

---REPORT TOTALS---

Report Totals: 15 / \$2,000.00

---SALES MONTHLY TOTALS---

Oct 12: 15 / \$2,000.00
Sales Totals: 15 / \$2,000.00
Station Totals: 15 / \$2,000.00
Lines not sent/rcld/rtrn: 0 / \$0.00

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---COMPETITIVE---

Market Totals \$11,799

| | | | | |
|---------|----------|-----------|---------|---------|
| CATV 0% | WOOD 83% | WOTV 1.6% | WMMT 0% | WXMI 0% |
| WXSP 0% | WZPX 0% | WZZM 0% | | |

---COMPETITIVE COMMENTS---

**WILL ADD REMAINING COM

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE